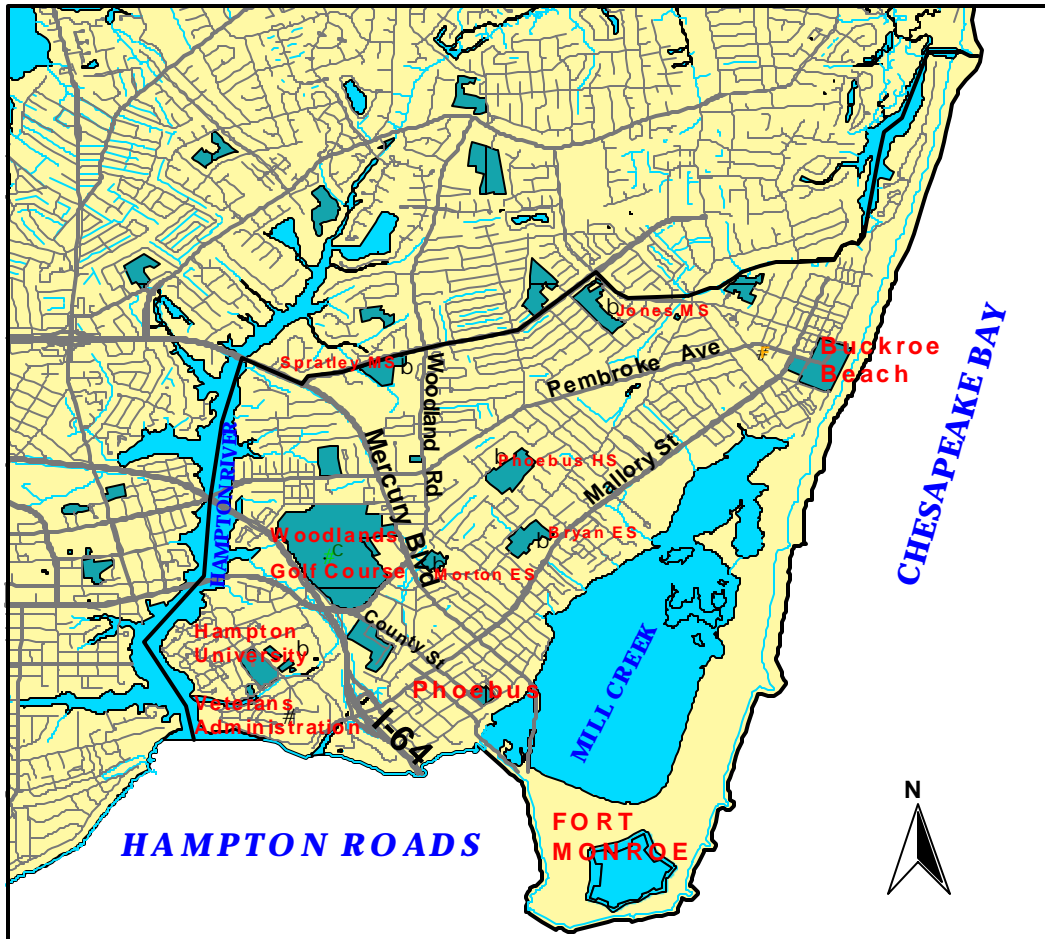


PLANNING AREA SEVEN

Planning Area Seven is bounded by Mercury Boulevard, Andrews Boulevard, Nickerson Boulevard and the Salt Ponds to the north; Fort Monroe and Hampton Roads to the south; the Chesapeake Bay to the east; and the Hampton River to the west.

PLANNING AREA SEVEN



Land Use

- Continue to monitor existing policies which support the objectives of the Phoebe Master Plan. Encourage its development as a mixed-use “urban center.” **(Complete)**

- Adopt appropriate zoning to implement the Beachfront Master Plan’s objectives for Buckroe. Encourage its development as a residential “urban center.”
- Continue to encourage high-valued housing in appropriate locations. **(Complete)**
- Adopt separate commercial zoning classifications for the Mercury Boulevard Corridor and Phoebus to enhance the distinctions between their commercial services.
- Discourage continued strip commercial development along East Pembroke Avenue by adopting a transitional zoning classification.
- Encourage opportunities which enhance public access to the Beachfront and other significant water bodies. **(Complete)**
- **Adopt SPI-Buckroe District zoning for the Buckroe Beachfront Park, Buckroe Beach, and the publicly held property located adjacent to the park. Adopt appropriate zoning as specified in the Beachfront Master Plan for the remaining publicly held property. Encourage the development of Buckroe as a residential urban center with public recreational areas. (8/9/95)**

Transportation

FC - Functional Classification:

Art - arterial
Col - collector
Exp - expressway
Loc - local

CT - Current Road Type

TF - Time Frame for improvement

S- short
I - intermediate
L - long

PT - Proposed Road Type

2U - 2 lanes, undivided
4U - 4 lanes, undivided
5U - 5 lanes, undivided

2D - 2 lanes, divided
4D - 4 lanes, divided
5D - 5 lanes, divided
6D - 6 lanes, divided
8D - 8 lanes, divided

| STREET | FROM | TO | FC | CT | PT | TF |
|---------------|---------------|--------------|-----|----|----|----|
| County Street | Woodland Road | Libby Street | Art | 2U | 4U | I |

| | | | | | | |
|---------------------------------------|-----------------|-----------------|------|-------------|----|---|
| Interstate 64 | Bridge Tunnel | | Exp | 4D | 8D | L |
| Interstate 64 | Bridge Tunnel | NN City Line | Exp | 4D/6D | 8D | L |
| Mallory Street | Interstate 64 | Mercury Blvd | Art | 2U | 4U | I |
| Mercury Blvd. | Fox Hill Road | Fort Monroe | Art | 4D/4U | 6D | L |
| Mugler Bridge reconstruction | | | | | | |
| Old Buckroe Rd. | Woodland Road | Mercury Blvd. | Col | 2U(upgrade) | 2U | I |
| Old Buckroe Rd. | Mercury Blvd. | Pembroke Ave. | Col. | 2U(upgrade) | 2U | I |
| Old Buckroe Road | Pembroke Ave. | Nickerson Blvd | Art | 2U | 4U | I |
| Pembroke Avenue Bridge reconstruction | | | | | | |
| Pembroke Ave. | Old Buckroe Rd. | First Street | Art | 2U/4U | 4D | I |
| Pembroke Ave. | River Street | Old Buckroe Rd. | Art | 2U/4U | 4U | I |
| Woodland Rd. | County Street | Mercury Blvd. | Art | 2U | 4D | S |
| W. County Street | Woodland Road | Mallory Street | Art | 2U | 4U | I |

Community Facilities

- Fully utilize all school grounds and buildings as neighborhood or community parks and recreation centers.
- Complete construction of Buckroe Park and continue the emphasis of Buckroe Beach as the primary public beach in Hampton, complemented by public parking and coordinated residential development, **and public open area (8/9/95). (Complete)**
- Continue beach nourishment program. **(Complete)**
- Continue maintenance and feasible upgrading of the golf course/tennis center complex. **(Complete)**
- Upgrade and include Old Buckroe Road, First Street, Mallory Street, East Pembroke Avenue, Woodland Road and County Street in the parkway system.
- Provide bike lanes along sections of East Pembroke Avenue, Woodland Road, Old Point Avenue, County Street, Libby Street, Mellen Street, Water Street, Willard Avenue, Virginia Avenue, Hope Street, Chamberlin Avenue, Old Buckroe Road, Slater Avenue, Atlantic Avenue, 5th Street, **and North First Street (8/9/95).**
- Upgrade or relocate the Phoebus Fire Station; if moved, retain the existing facility as office/museum space.
- Locate a permanent police precinct in the vicinity of Buckroe Beach; continue foot patrols in Phoebus.

Housing

- Establish a routine program to ensure that housing does not deteriorate to substandard conditions throughout the area; insure that repairs occur before major deterioration sets in. Given the low incomes in the area, couple this program with rehabilitation financing assistance.
- Preserve major waterfront sites for high-quality, well designed, high-density residential development. Significant projects meeting this policy are underway at the Salt Ponds and Mill Creek Landing, and **may be constructed** at Pembroke Avenue and North First Street **if housing objectives for the area are not ctualized**. Other major opportunities are available on the north side of Settlers Landing Road on the Hampton River and at a number of locations on Mill Creek, east of Mallory Street. One of the best locations for development of any kind in the city is the Strawberry Banks property, which is located on Hampton Roads, next to Interstate 64. **(8/9/95)**
- Several apartment projects on Pembroke Avenue are poorly designed, in at least one case poorly maintained, and represent problems for the entire area. Ensure that these properties are well maintained and represent an asset, rather than a liability, by establishing programs to ensure that these projects do not deteriorate to substandard conditions. These programs should be particularly targeted at older apartment developments which may have a significant impact on surrounding neighborhoods.
- If the community agrees to stricter controls on the design of development in Phoebus, establish a local preservation district to protect what is special and unique to Phoebus.

Environment

- Require development along the Chesapeake Bay shoreline to recognize the exposed nature of that area and take into account continuing shoreline erosion and flood hazards.
- Secure public access to all of the beachfront. Acquire access easements along the beach north of Pilot Avenue in exchange for City assistance in beach nourishment.
- Establish a new boat launch facility on Mill Creek to allow more public access to the Chesapeake Bay.
- Work with Hampton University and other private property owners to provide more marina space on Hampton River.

Urban Design

- Enhance the major points of entry.
 - Design and implement distinctive landscape treatment on the east side of the Mercury Boulevard crossing of the Hampton River.
 - Enhance River Street Park at the foot of the Pembroke Avenue Bridge.
 - Expand landscape improvements at the County Street exit off Interstate 64 to heighten the sense of arrival.
 - Preserve, define, and create vistas from Interstate 64 and the Hampton Roads Bridge Tunnel to the area landmarks and landscape features.
- Create a tree-lined boulevard on Mercury Boulevard between the Hampton River and Pembroke Avenue.
 - Install continuous sidewalk, curb and gutter.
 - Plant large-scale trees behind the sidewalk and in the center median.
 - Place all utility wires underground.
- Improve existing conditions at the intersection of Mercury and Pembroke Avenue.
 - Eliminate dangerous ingresses and egresses serving the businesses at this intersection.
 - Create more green areas.
 - Design and implement unique and attractive landscape treatment.
- Implement all proposed parkway routes.
 - Make First Street a residential parkway.
 - Make Pembroke Avenue from Woodland Road to First Street a residential parkway.
 - Make Nickerson Boulevard from Old Buckroe Road to Andrews Boulevard an urban parkway.
 - Make Woodland Road from Pembroke Avenue to County Street a residential parkway.
 - Make County Street from Mallory Street to the Booker T. Washington Bridge an urban parkway.
 - Make Mallory Street an urban parkway between Interstate 64 and Mercury Boulevard, and residential from Mercury Boulevard to Pembroke Avenue.
- Focus on establishing an attractive, functional vehicular/pedestrian link between Downtown Hampton and the Phoebus Business District.
 - Design and implement a consistent tree-lined promenade along County Street between the Booker T. Washington Bridge and Mallory Street.
 - Improve and maintain the street and sidewalk surfaces.

- Provide bus stop shelters, decorative street lamps and trash receptacles along County Street. **(Complete)**
 - Encourage owners of adjacent land uses to participate in improving the visual appearance of their property.
 - Hold public meetings to explain the City's objectives.
 - Implement a community appearance award program for residents along County Street.
- Continue to recognize Phoebus as a distinct community and support the recommendations stated in the Phoebus Master Plan.
- Apply controls over future development within Buckroe.
 - Encourage residential development.
 - Locate high-density development in close proximity to major transportation arteries to avoid unnecessary traffic impacts in less densely developed residential areas.
 - Limit the height and bulk of future residential development so that shadows are not cast on adjacent properties and the beach during warm summer months.
 - Diversify the architectural character of future residential development while evoking images of a beachfront community.
- Provide and promote public open space.
 - Design public open spaces to provide passive and active recreational opportunities in appropriate locations.
 - Provide pedestrian paths between public open spaces and other major public facilities.
 - Design public parks as visual landmarks within the district.
- Improve the visual appearance of major access routes to Buckroe.
 - Apply residential parkway standards to Pembroke Avenue from Old Buckroe Road to First Street.
 - Design and implement distinctive entry treatments at Pembroke and Old Buckroe Road and Mallory Street in the vicinity of Old Point Comfort Avenue.
- Design and maintain public elements of the Buckroe Landscape to present a coherent, attractive image of a beachfront community.
 - Coordinate all public rights-of-way treatments for sidewalk, street lights, public signage and traffic signals.
 - Landscape public rights-of-way to direct vistas from the residential areas to the water.

- Do not obstruct vistas toward the water along public rights-of-way.
- Select and arrange plant materials representative of waterfront flora.
- Place public utility lines underground.
- Pipe drainage ditches whenever possible.
- Use curb and gutter or other treatments to better define the road edges.
- Use public improvements to accommodate pedestrian traffic by providing generous tree shaded sidewalks, benches, and other pedestrian oriented features.
- The primary direction for future land use in Buckroe should be either residential or recreational.
- Maintain an attractive, formal public space at the terminus of Pembroke Avenue at First Street.